

62
EXPERTS AGREE!

NOW

IS THE TIME TO PLANT

J & P ROSES

FOR BEST RESULTS

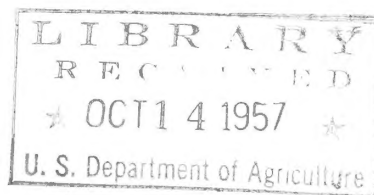
NEXT YEAR!

*file
temp 1957*

*Sale ^{not} entered
discard*

BULK RATE
U. S. POSTAGE
PAID
Newark, N. Y.
Permit No. 1

U S DEPT OF AGRICULTURE
LIBRARY
WASHINGTON 25 D C



FROM **JACKSON & PERKINS CO.**
Rose Lane, NEWARK, NEW YORK



PLAN & PLANT YOUR NEXT YEAR'S GARDEN NOW!

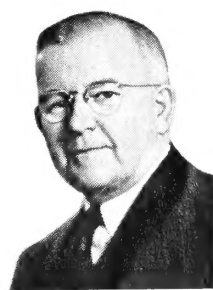
Dear Friends:

Since more and more of our gardening friends have realized the advantages of Fall planting, our Fall supply of Roses has become limited. We are sold out long before the Fall planting season has ended. So, don't wait a whole year to enjoy these J&P Roses in your own Garden. Do as the experts do . . . Plan and Plant your 1958 garden now while the soil is mellow and easy to work.

Yes, your 1958 garden is sure to be the most beautiful you've ever had, and by planting now you are GUARANTEED of having bigger, earlier blooms next Spring. Remember, the only way that you can truly enjoy a Rose is when you see it growing in your own garden. Order immediately to make sure you receive the varieties you want in time for planting this Fall.

Sincerely,

C. H. Perkins



C. H. PERKINS

Want Masses of Never-ending Color All Next Summer?

ORANGE-RED



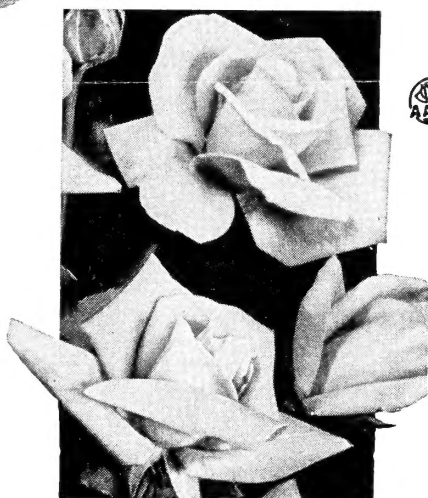
Spartan THE WONDER FLORIBUNDA!

(Above) Gorgeous burnt-orange buds open slowly . . . revealing huge, high-centered Hybrid Tea shaped blooms with 35 to 40 petals . . . of a sparkling warm ORANGE-RED color! And they retain their beauty right to the end . . . softening to a reddish-coral color. Glowingly beautiful like Helen herself, and as sturdy as her compatriots. (Pl. Pat. No. 1357) **\$2.75 ea.; 3 for \$7.20; 12 for \$28.80**

CORAL-GOLD



CHERRY-CORAL!



Vogue Winner of 5 World Wide Awards!

(Above) Dark ovoid buds and perfectly formed blooms of rich cherry-coral that are high centered and reach from 3 to 4 in. across. Graceful flowers grow in medium and large clusters all season long. 2½ to 3 ft. bush is compact. (Pl. Pat. No. 926) **\$2.00 ea.; 3 for \$5.25; 12 for \$21.00**

Fashion ONLY Rose Ever to Win 9 World Wide Awards!

(Left) Fashion is truly the Greatest Floribunda ever created. Pointed oriental-red buds open to lovely 3 to 3½ in. blooms of brilliant luminous coral overlaid with gold. Strong 2½ to 3 ft. bush. (Pl. Pat. No. 789) **\$2.00 ea.; 3 for \$5.25; 12 for \$21.00**

GOLDEN FLEECE

(Right) The Prima Donna of Floribundas! Lively tawny gold buds open slowly, dramatically to a light shade of rich, warm gold . . . then as gracefully, flare into a bright, dazzling canary color. 4 to 4½ in. blooms. (Pl. Pat. No. 1512) **\$2.50 ea.; 3 for \$6.60; 12 for \$26.40**

LAVENDER-LILAC



Amy Vanderbilt

(Above) From early bud to fully open flower, the color changes slowly from an opulent purple-lilac to a lavender-lilac color and finishes a lovely cool lavender. 2½ to 3 in. flowers are delightfully fragrant. (Pl. Pat. No. 1585) **\$2.50 ea.; 3 for \$6.60; 12 for \$26.40**

SAVE MONEY!

GROUP No. 10037 1 of each
Spartan, Golden Fleece, Fashion
Value \$7.25
Save \$.90

Only **\$6.35**

CANARY-YELLOW





← ACTUAL SIZE 6½" →

BEST
Red Rose
of All Time

Your
Guarantee of
Quality!



THE FAMOUS
J & P

New Yorker

(Above) Buds of perfect form and texture open slowly to tremendous, sparkling red flowers—often measuring 6½ in. across. The Rose world has long marveled at its rich dark color and the magnificence of its blooms. Unlike most red Roses, New Yorker's sparkling color does not fade but stays a deep rich red until the last petals wither and fall. The beautifully formed, long-stemmed blooms are really tremendous. Just one of them is enough to make a beautiful centerpiece. (Pl. Pat. No. 823) \$2.25 ea.; 3 for \$6.00; 12 for \$24.00



**ALL J & P
ROSES ARE
GUARANTEED
TO LIVE
AND BLOOM!**

WHITE SWAN

(Above) Long pointed, graceful buds of alabaster white open slowly to dazzling, stark white blooms up to 4 in. across. These elegant flowers are high centered and are reproduced freely on 2 ft. stems. Ample dark green foliage is disease resistant as well as eye catching. 3 to 4 ft. bush is vigorous. (Pl. Pat. No. 1115.) \$2.25 ea.; 3 for \$6.00; 12 for \$24.00



PEACE

(Above) Ovoid buds are golden-yellow etched with pink. As they open they change from canary-yellow to pale gold, to iridescent cream. 5 to 6 in. blooms are edged with apple-blossom-pink. (Pl. Pat. No. 591.) \$2.50 ea.; 3 for \$6.60; 12 for \$26.40

Want GIANT ROSES

Like These In YOUR Garden Next Spring?

PLANT NOW!

NEW!



WARM PINK 6-INCH BLOOMS

Gail Borden

(Above) A large, glamorous Hybrid Tea with a warm combination of pastel pink and apricot shades. The high-centered bud, soft yellow outside and lovely glowing apricot on the inside, opens gradually to an immense flower of warm pink. The 5½ to 6 inch flower is entirely different from any other Rose now in use... the snap and warmth of the color combination exudes an over-all feeling of friendliness and style. The tall plants are covered with luxuriant, dark shiny foliage that is unusually healthy and handsome. One of the best Hybrid Tea Roses ever to come out of Germany, it was named after the founder of the 100 year old milk company. The work of the world famous Hybridist, Wilhelm Kordes, Gail Borden is destined to become a great favorite of American Gardeners. (Pl. Pat. No. 1618) \$3.00 ea.; 3 for \$7.95; 12 for \$31.80

**BLOOMS Up
to 7 inches
Across!**



GOLDEN MASTERPIECE

The Largest Yellow Rose In Existence! For sheer beauty it is second to none. 6½ to 7½ in. blooms are rich yellow. (Pl. Pat. No. 1284). \$2.75 ea.; 3 for \$7.20; 12 for \$28.80.

Diamond Jubilee

(Above) The warmth of the glowing buff-orange color and the old Rose fragrance make Diamond Jubilee the attraction of many a garden. Winner of the 1948 All-America Selections Award, Diamond Jubilee has firm, long-lasting, high-centered blooms 5 to 6 in. across, borne on long, graceful stems that make it excellent for bouquets. Opening slowly and lasting exceptionally well, the Rose will delight you through the season. A hardy, 3½-ft. plant. (Pl. Pat. No. 824.) \$2.00 ea.; 3 for \$5.25; 12 for \$21.00

Contentment

(Right) This large flowered Hybrid Tea has pointed ovoid buds that open up to delightfully fragrant, high-centered blooms of delicate pink. These 5½ to 6 in. flowers are suffused with yellow. Prolific, disease resistant and hardy plants will add beauty to your garden. (Pl. Pat. Applied For) \$2.50 ea.; 3 for \$6.60; 12 for \$26.40



ENCHANTMENT

(Right) Large high-centered buds open to delicate peach-pink blooms that reach up to 6 inches across at maturity. The vigorous plant has a wealth of dark green, disease resistant foliage. Guaranteed to bloom repeatedly all season, it has a delightfully elusive, yet all pervading fragrance. A 2 to 3 foot bush. (Pl. Pat. No. 737.) \$2.25 ea.; 3 for \$6.00; 12 for \$24.00



SAVE MONEY HERE!

GROUP No. 10047
1 New Yorker
1 Golden Masterpiece
1 Gail Borden
1 Diamond Jubilee
Value \$10.00; Save \$1.25
Only \$8.75

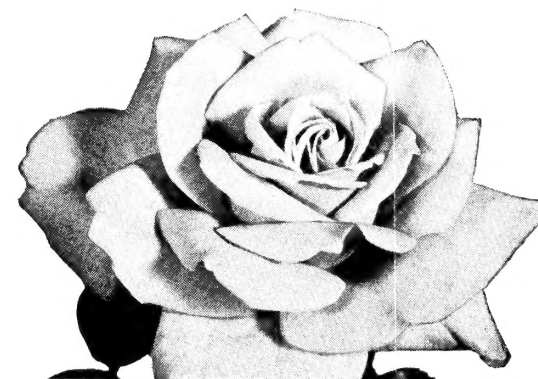
GROUP No. 10057
1 New Yorker
1 Peace
1 Enchantment
1 White Swan
Value \$9.25; Save \$1.15
Only \$8.10

GROUP No. 10067
1 Peaceful
1 Golden Masterpiece
1 Aida
Value \$7.75; Save \$1.00
Only \$6.75

GROUP No. 10077
1 New Yorker
1 Diamond Jubilee
1 Gail Borden
Value \$7.25; Save \$.90
Only \$6.35

GROUP No. 10087
1 Spartan
1 White Bouquet
1 Betsy McCall
Value \$7.75; Save \$1.00
Only \$6.75

GROUP No. 10097
1 Vogue
1 Amy Vanderbilt
1 Gold Cup
Value \$7.00; Save \$.90
Only \$6.10



PEACEFUL

(Above) Buds with light coral outer petals, suffused with pale apricot bend slightly, revealing the luminous deep coral-rose-pink of the inside of the petals. A striking contrast. 5½ to 6½ in. blooms on 2½ to 3 ft. plants. (Pl. Pat. No. 1599) \$2.50 ea.; 3 for \$6.60; 12 for \$26.40



AIDA

(Above) Rich spectrum red blooms are deeper and more lustrous in the slow opening buds. Finishing a clear, clean rose red, the flower is richly fragrant. Beautiful, lustrous dark green foliage sets off this dark beauty very well. (Pl. Pat. Applied for) \$2.50 ea.; 3 for \$6.60; 12 for \$26.40

Postage
Will be Paid
by
Addressee

No
Postage Stamp
Necessary
If Mailed in the
United States

BUSINESS REPLY ENVELOPE

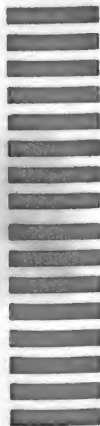
FIRST CLASS PERMIT NO. 25, NEWARK, NEW YORK

Jackson & Perkins Co.

10 Rose Lane

NEWARK,

NEW YORK



NAME

STREET

CITY

STATE



GROUP No. 10127

1 Royal Gold Only
1 Gladiator **\$7.20**
1 Spectacular
Value \$8.25; Save \$1.05



**For CURTAINS OF COLOR
In YOUR Garden
PLANT EVERBLOOMING CLIMBERS NOW!**

**THE
NEW BLAZE**

(Left)

2 to 3 inch double flowers of vivid-scarlet appear in clusters from June until frost. A prolific bloomer, Blaze can be easily trained to climb over an arch or pergola, pillar or post.

Grows as high as 15 feet. Provides a mass of red all season. **\$1.50 ea.; 3 for \$3.90; 12 for \$15.60**

**NEW!
Gladiator**

(Right)

When you see the brilliant rose-red color—a subtle blend of the brightest scarlet and the softest red—you'll know why this gorgeous climber is in a class all by itself. Scores of exquisite flowers burst into bloom on the 8 to 10 ft. plants. (Pl. Pat. No. 1524) **\$2.75 ea.; 3 for \$7.20; 12 for \$28.80**



**ALL J&P ROSES ARE
GUARANTEED TO LIVE & BLOOM!**

NEW! Climbing Royal Gold

(Left) Ovoid buds open up to gorgeous, golden yellow blooms that reach up to 4 in. across. This brand new vigorous climber with the blooming habit of a floribunda, will bloom the first year it is planted and the following year it reaches its full majestic height of 5 to 7 ft. (Prop. Rights Reserved) **\$3.00 ea.; 3 for \$7.95; 12 for \$31.80**

NEW! Spectacular

(Right) Orange-red to spectrum red Atomic, 4 inch blooms are infused with vigor and freshness unmatched by any other Climber. 6 to 7 foot canes continue to greater heights next year indicating the hardiness and vitality of our newest and most promising climber. (Pl. Pat. No. 1416) **\$2.50 ea.; 3 for \$6.60; 12 for \$26.40**



